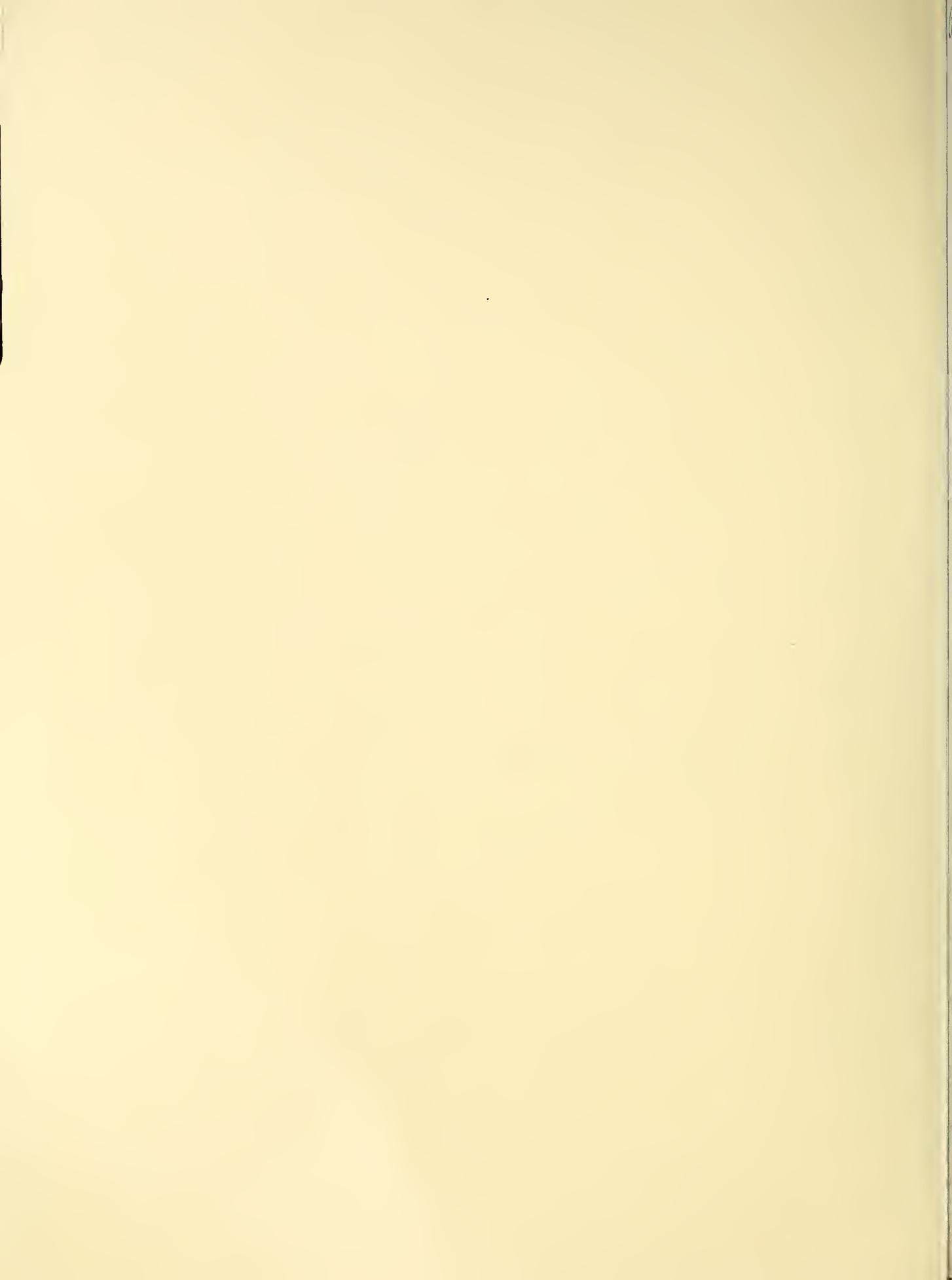


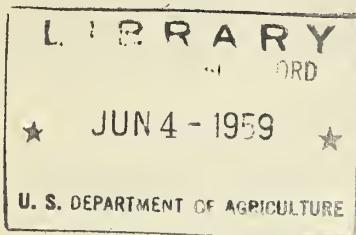
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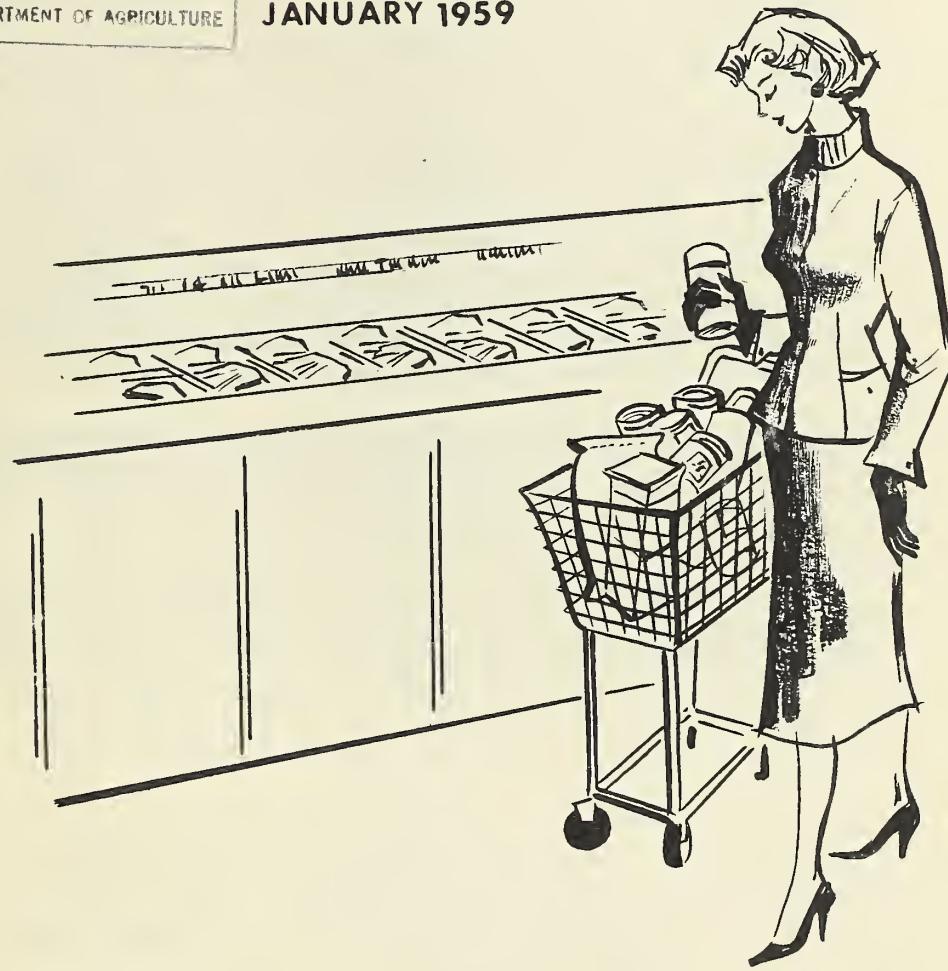


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CONSUMER PURCHASES OF Selected Fruits and Juices



JANUARY 1959



CPFJ- 79

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

WASHINGTON D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

April 1959

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONTENTS

	<u>Page</u>
Summary.....	4
Concentrated juices and ades.....	4
Single-strength juices, ades and drinks.....	5
Fresh and canned fruit.....	6

Table and Figures

Purchases, percentage of families buying and prices paid

Table Figure

1	Summary concentrated juices and ades.....	8
2	Summary single-strength juices, ades and drinks.....	8
3	Summary fresh and canned fruit.....	9
4	Equivalent purchases of orange products.....	9
5	Equivalent purchases of grapefruit products.....	10
6	Equivalent purchases of lemon products.....	10
7	1 Frozen concentrated orange juice.....	11
8	2 Frozen concentrated lemonade.....	12
9	Shelf-pack orangeade.....	13
10	All frozen concentrated juices.....	13
11	All canned single-strength juices.....	14
12	Other frozen and canned single-strength juices.....	14
13	3 Chilled orange juice.....	15
14	4 Single-strength orange juice.....	16
15	5 Single-strength grapefruit juice.....	17
16	6 Single-strength lemon juice.....	18
17	Pineapple juice.....	19
18	Pineapple-grapefruit drink.....	19
19	7 Prune juice.....	20
20	8 Tomato juice.....	21
21	9 Single-strength orangeade.....	22
22	10 Fresh oranges - all areas.....	23
23	11 Fresh oranges - California-Arizona.....	24
24	12 Fresh oranges - Florida.....	25
25	Fresh grapefruit - California-Arizona.....	26
26	Fresh grapefruit - Florida.....	26
27	13 Fresh grapefruit - all areas.....	27
28	14 Canned grapefruit sections.....	28
29	15 Fresh lemons.....	29
	16 Percentage of families buying selected juices.....	30
30	17 Percentage of families buying selected fresh fruit....	31
	Fresh tangerines.....	32

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
January 1959

The data in this report represent estimated total purchases :
:by household consumers only and do not include those by hotels, :
:restaurants, hospitals, or other institutional outlets. Data for:
:single months are for 4-week periods (28 days) to permit compari-:
sons between periods of equal length. :

SUMMARY

Supplies of citrus fruits and citrus and prune juices available to consumers in January 1959 were generally well below levels of a year earlier. Prices paid by household purchasers were substantially higher for these items except fresh fruit and lemon products. The 1958-59 orange, grapefruit, and tangerine crops, although larger than in the preceding season when adverse weather resulted in the smallest production in several years, were late in maturing. The 1958-59 crop of lemons was down a little from the large 1957-58 crop, and production of prunes was about 40 percent smaller than in recent years.

Prices paid for frozen concentrated orange juice in January 1959 were 16 percent higher than in January 1958 and household purchases were down about 6 percent. The volume in January 1959, however, was up sharply in comparison with the preceding 4-week period in December, with the first decline in prices since June 1957. Buying of other frozen concentrated juices declined from December to January.

Purchases of frozen concentrated lemonade and chilled orange juice were down moderately from January 1958, while buying of canned single-strength orange juice dropped 42 percent. Canned grapefruit sections were down about one-fourth, and single-strength grapefruit juice more than one-third from a year earlier. Purchases of prune and pineapple juices fell about 16 percent. In contrast, purchases of lemon juice were up 33 percent and pineapple-grapefruit drink, up 75 percent.

Purchases of fresh grapefruit rose moderately from January 1958, while buying of fresh tangerines was up about two-thirds. Fresh oranges were bought in slightly smaller quantity, and purchases of fresh lemons were down more than one-fourth.

CONCENTRATED JUICES AND ADES

Prices paid by household consumers for frozen concentrated orange juice in January 1959 were down 3 1/2 cents per 6-ounce can from the preceding month, and purchases rose 33 percent from the low December volume to the highest level since March 1958. ^{1/} The quantity purchased, however, was about 6 percent less than in January 1958 and about 15 percent less than the January 1954-56 average. The decline from a year earlier reflected a smaller proportion of families buying, and a smaller average size of purchase per buying family. Consumers paid about 22 cents per 6-ounce can, 3.1 cents more than paid in January 1958. This price was the first decline since June 1957 when the average was 13.3 cents (tables 1 and 7, figs. 1 and 16).

^{1/} All data in this report are for 28-day periods to facilitate comparisons.

The aggregate quantity of frozen concentrated juices other than orange purchased for home use in January 1959 was about 18 percent less than in January a year earlier. Purchases of these juices have declined each month since July 1958. Householders in January 1959 paid an average of 19.7 cents per 6-ounce can, a little more than in January 1958 (table 12).

Household purchases of frozen concentrated lemonade were down about 6 percent in comparison with January 1958. The lower volume reflected a smaller proportion of families buying that more than offset some gain in the size of the average buying family's purchase. Prices paid, at 12.6 cents per 6-ounce can, were down a little (table 8, fig. 2).

SINGLE-STRENGTH JUICES, ADES AND DRINKS

Prices paid by household purchasers of chilled orange juice in January 1959 were up about 16 percent from a year earlier. About 6 percent less chilled orange juice was purchased for home use. The decline was associated with the smallest average size of purchase per buying family since October 1956. Purchases were made at an average price of 41.2 cents per quart, 5.8 cents more than paid in January 1958 (tables 2 and 13, fig. 3).

The retail price paid by consumers for canned single-strength orange juice in January 1959 was up one-third from a year earlier and household purchases were down 42 percent, or 560,000 cases, from the high level of January 1958 and about 25 percent from the 1954-56 average for the month. Only about 7.6 percent of the Nation's families bought the product, compared with 11.8 percent in the preceding January. Also, there was a 14-percent decline in the average quantity purchased per buying family. Prices paid by consumers continued to rise. In January 1959 the average price was 41.6 cents per 46-ounce can, up 10.5 cents from January 1958 (table 14, fig. 4).

Householder purchases of single-strength grapefruit juice were down more than one-third from January 1958 and the 1954-56 January average. Cumulative purchases for October 1958-January 1959 were considerably less than quantities bought in the corresponding period of preceding years. The decline from January 1958 reflected a drop in the proportion of families buying from 8.5 percent to 5.8 percent and, in addition, there was a 12-percent decline in the average size of purchase per buying family. Householders paid an average of 34.5 cents per 46-ounce can, 7.2 cents more than the January 1958 price (table 15, fig. 5).

About one-third more canned single-strength lemon juice was bought for home use in January 1959 than in January a year earlier. Purchases, up 13,000 cases, were at a new peak for the month of January. The gain over a year earlier was associated with a larger proportion of families buying and with a larger purchase per buying family. Prices paid, which have held at about 9.8 cents per 5 1/2-6-ounce can for several months, were down slightly from January 1958 (table 16, fig. 6).

There was a decrease of 16 percent from January 1958 in household buying of pineapple juice. The product was bought by a little more than 10 percent of the Nation's families, compared with about 12 percent buying a year earlier. Buying family purchases averaged 1.9 cans (46-ounce); comparable data are not

available for 1958. Householders paid an average of 31.9 cents per 46-ounce can, a rise of 2.6 cents (table 17).

Household buying of prune juice was down about 16 percent from January 1958 and 9 percent from the 1954-56 January average. The lower volume reflected a smaller proportion of families buying as well as a moderately smaller purchase per buying family. Prices paid for prune juice averaged 42 cents per quart, up 9.1 cents from January of the preceding year (table 19, fig. 7).

Household purchases of tomato juice in January 1959 were a little higher than in the same month a year earlier. The gain was associated with larger purchases per buying family. The average of 28.5 cents paid per 46-ounce can, was an advance of 0.8 cent over January 1958 (table 20, fig. 8).

Purchases of canned single-strength juices other than the six individually reported rose about 12 percent over the January 1958 volume. Purchases of such juices averaged 1.8 cans (46-ounce) for the 19 percent of the Nation's families that bought. Prices paid averaged 38.7 cents per can, about 4 cents more than was paid in January a year earlier. Consumer purchases of canned single-strength juices in the aggregate, were down 12 percent from January 1958 (tables 11 and 12).

Consumer purchases of pineapple-grapefruit drink in January 1959 were up 75 percent, or 440,000 cases, from a year earlier. This product was purchased by about 9 percent of the Nation's families, compared with 6 percent buying in January 1958. The average purchase per buying family was about 2.1 cans (46-ounce), a little larger than the family purchase of tomato juice and 14 percent larger than the purchase of canned orange juice or canned grapefruit juice. Prices paid averaged 30.3 cents per can, almost unchanged from a year earlier (table 18).

About 10 percent more single-strength orangeade was purchased for home use in January 1959 than in the same month the year before. The gain was associated with a larger proportion of families buying. Prices paid were up an average of 2.4 cents from January a year earlier to 30.6 cents per 46-ounce can (table 21, fig. 9).

FRESH AND CANNED FRUIT

Household buying of fresh oranges in January 1959 declined 3 percent from the January 1958 level. Purchases averaged 2 1/4 dozen for the 42 percent of the Nation's families buying. Consumers paid about 44.6 cents per dozen, 4.9 cents less than in January 1958 (tables 3 and 22, fig. 10).

Purchases of California-Arizona oranges rose about 10 percent over the January 1958 volume, reflecting gains in the proportion of families buying and in the average size of purchase per buying family. Prices paid averaged 45.7 cents per dozen, 16.2 cents less than a year earlier, the lowest price paid by consumers for California-Arizona oranges in more than 2 years (table 23, figs. 11 and 17).

Household buying of Florida oranges dropped about 11 percent from the January 1958 level. Associated with the decline in volume was a smaller average

purchase per buying family. The 43.1 cents paid by householders for these oranges was an advance of 1.1 cents per dozen over January a year earlier and 8.4 cents over the January average for 1954-56 (table 24, fig. 12).

Householders purchased about one-third less Texas oranges in January 1959 than in January 1958, while buying of oranges not identified as to area of production held steady. Prices paid for Texas oranges, at 40.6 cents per dozen, were up 8.4 cents, while unidentified oranges at 46 cents, were down 1.2 cents.

Purchases of fresh grapefruit for home use rose moderately over January 1958. The increase in volume was associated with a gain in the proportion of families buying. Purchases per buying family averaged 11 grapefruit, the same as in January a year earlier. Consumers paid an average of 83.6 cents for a dozen grapefruit, a decline of 5 cents from the same month a year earlier (table 27, fig. 13).

Household purchases of California-Arizona grapefruit dropped about 12 percent from the January 1958 level. There was a smaller proportion of families buying and the average family's purchase was somewhat smaller. Consumers paid an average of 80.8 cents per dozen, an advance of 13.8 cents over January a year earlier (table 25).

Household buying of Florida grapefruit was moderately greater in January 1959 than in January 1958. About one-half of the total grapefruit purchased in both January 1958 and 1959 was produced in Florida. The gain over a year earlier was associated with a larger proportion of families buying. Purchases were made at an average price of 90.2 cents per dozen, down 9 cents (table 26).

The volume of Texas grapefruit purchased in January 1959, about twice the purchases of California-Arizona grapefruit, was up about one-fourth from a year earlier. Consumers paid an average of 73.8 cents per dozen for these grapefruit, down 6.4 cents. Purchases of unidentified grapefruit remained at about the January 1958 volume, while prices paid by householders, at 82.2 cents per dozen, were down about 8 cents from January 1958.

Purchases of canned grapefruit sections for home use dropped nearly one-fourth from the January 1958 level. There was a decline of about 1 percentage point in the proportion of families buying and an 11 percent decline in the size of the average family's purchase. Prices paid by consumers averaged 21 cents per No. 303 can, up 2 cents from a year earlier, and the highest reported in this series, which was begun in 1956 (table 28, fig. 14).

Household purchases of fresh lemons fell more than one-fourth from the level of January 1958. The proportion of buying families dropped from 17.6 percent to 13.9 percent, and there was a fairly large decline in the average quantity purchased per buying family. Consumers paid 45.7 cents per dozen for lemons, down 1.2 cents from January 1958 (table 29, fig. 15).

Consumers bought about two-thirds more fresh tangerines in January 1959 than in the same month the year before. Total purchases for the 1958-59 season through January, however, were only moderately greater than the low level of purchases in the corresponding period of 1957-58. Householders paid an average of 37.9 cents for a dozen tangerines, 9 cents less than in January 1958 (table 30).

Table 1.--Concentrated juices and ades: Summary consumer purchases, percentage of families buying and average prices paid, January 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying				Average prices paid	
			Number		Volume							
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958	
	1,000	1,000	gallons	gallons	Number	Number	Ounces	Ounces	Percent	Percent	Ounces	Cents
Frozen juices:												
Orange	4,364	4,626		2.1	2.2	19.6	19.3	25.8	27.9	6	22.0	18.9
Other	642	782		1/	1/	13.9	1/	1/	1/	6	19.7	1/
Total	5,006	5,408		2.4	2.5	18.6	13.2	28.1	30.9			
Frozen ades:												
Lemon	171	181		1.3	1.4	17.3	14.8	1.9	2.3	6	12.6	12.9
Lime	2/	1/		2/	1/	2/	1/	.2	1/	6	2/	1/
Shelf-pack orangeade	2/	109		2/	1.6	2/	18.1	.9	1.0	6	2/	16.9

1/ Data not available. 2/ Too few purchases reported for analysis.

Table 2.--Single-strength juices, ades and drinks: Summary consumer purchases, percentage of families buying and average prices paid, January 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying				Average prices paid	
			Number		Volume							
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958	
	1,000	1,000	gallons	gallons	Number	Number	Ounces	Ounces	Percent	Percent	Ounces	Cents
Chilled orange juice												
	2,002	2,129		3.0	3.2	37.8	39.1	4.4	4.3	32	41.2	35.4
	1,000	1,000	cases	1/ cases	1/	Number	Number	Ounces	Ounces	Percent	Percent	Ounces
Canned juices:												
Orange	791	1,353		1.6	1.7	53.1	58.2	7.6	11.8	46	41.6	31.1
Grapefruit	609	967		1.4	1.5	60.3	63.7	5.8	8.5	46	34.5	27.3
Lemon	51	38		1.2	1.2	15.5	14.0	2.2	1.9	5½-6	9.8	10.0
Prune	572	684		1.8	1.8	38.3	41.0	7.1	7.7	32	42.0	32.9
Pineapple	1,056	1,264		1.5	2/	58.5	2/	10.4	12.1	46	31.9	29.3
Tomato	1,952	1,892		1.6	1.6	59.2	56.2	18.1	18.8	46	28.5	27.7
Other	1,845	1,652		1.8	2/	45.1	2/	19.3	2/	46	38.7	2/
Total	6,876	8,435		2.5	2/	51.1	2/	46.5	2/			
Single-strength orangeade												
	440	402		1.6	1.6	69.5	73.1	3.5	2.9	46	30.6	28.2
Pineapple-grapefruit drink												
	1,026	585		1.4	2/	68.9	2/	8.9	5.9	46	30.3	30.4

1/ Equivalent cases 24 No. 2 cans. 2/ Data not available.

Table 3.--Fresh and canned fruit: Summary consumer purchases, percentage of families buying and average prices paid, January 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family:				Percentage of families buying		Average prices paid per dozen	
			Number		Volume					
	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958
Fresh oranges:										
California-Arizona	1,131	1,031	1.7	1.8	13.5	10.7	22.5	21.4	45.7	61.9
Florida	879	991	1.9	2.0	13.7	14.5	15.2	14.4	43.1	42.0
Unidentified	443	440	1.5	1.6	11.8	11.4	11.5	10.0	46.0	47.2
Total 1/	2,585	2,666	2.1	2.2	13.2	12.4	41.8	41.2	44.6	49.5
Fresh grapefruit:										
California-Arizona	200	226	1.5	1.4	6.7	7.3	2.8	3.3	80.8	67.0
Florida	1,091	1,028	1.9	2.0	5.4	5.2	16.1	15.2	90.2	99.2
Unidentified	409	418	1.4	1.5	5.4	4.9	8.3	8.7	82.2	90.1
Total 1/	2,105	2,000	1.9	2.0	5.9	5.6	28.4	27.7	83.6	88.5
Lemons	189	261	1.4	1.6	6.3	6.4	13.9	17.6	45.7	46.9
Limes	2/	3/	2/	3/	2/	3/	.1	3/	2/	3/
Tangerines	517	308	1.5	1.5	11.5	10.6	10.1	7.2	37.9	46.9
Canned grapefruit sections	1,000 cases 4/	1,000 cases 4/	Number	Number	Ounces	Ounces	Percent	Percent	Cents 5/	Cents 5/
	229	300	1.3	1.5	35.7	34.9	4.6	5.4	21.0	19.0

1/ Includes purchases of Texas fruit. 2/ Too few purchases reported for analysis. 3/ Data not available.
 4/ Equivalent cases 24 No. 2 cans...480 ounces per case. 5/ Price per No. 303 can.

Table 4.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1957 to date

Period 1/	Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total			
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	750	1,526	2,871	4,037	620	724	328	296	4,569	6,583
Nov.	1,176	2,162	2,796	3,981	526	750	352	308	4,850	7,201
Dec.	2,474	3,039	2,513	3,649	469	595	314	295	5,770	7,578
Oct.-Dec.	4,749	7,343	8,794	12,557	1,721	2,218	1,058	983	16,322	23,101
Jan.	2,585	2,666	2,968	3,557	475	836	356	390	6,384	7,449
Feb.		2,670		3,401		809		396		7,276
Mar.		2,297		3,353		976		417		7,043
Oct.-Mar.		15,578		23,750		5,100		2,300		46,728
Apr.		1,884		3,090		937		344		6,255
May		1,686		3,030		893		336		5,945
Jun.		1,125		2,570		827		334		4,856
Oct.-Jun.		20,651		33,149		7,954		3,387		65,141
Jul.		801		2,519		796		315		4,431
Aug.		685		2,506		677		279		4,147
Sep.		660		2,677		635		294		4,266
Season		22,970		41,460		10,192		4,363		78,985

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

Table 5.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1957 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	291	1,152	527	715	231	180	1,049	2,047
Nov.	1,243	1,726	495	667	194	164	1,932	2,557
Dec.	1,664	1,825	375	554	142	134	2,181	2,513
Oct.-Dec.	3,543	5,146	1,499	2,099	602	513	5,644	7,758
Jan.	2,105	2,000	446	722	158	199	2,709	2,921
Feb.		2,336		639		185		3,160
Mar.		2,193		596		159		2,948
Oct.-Mar.		12,266		4,209		1,091		17,566
Apr.		1,638		657		187		2,482
May		1,085		610		203		1,898
Jun.		496		560		209		1,265
Oct.-Jun.		15,656		6,161		1,745		23,562
Jul.		226		504		196		926
Aug.		137		508		183		828
Sep.		81		497		222		800
Season		16,128		7,794		2,393		26,315

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

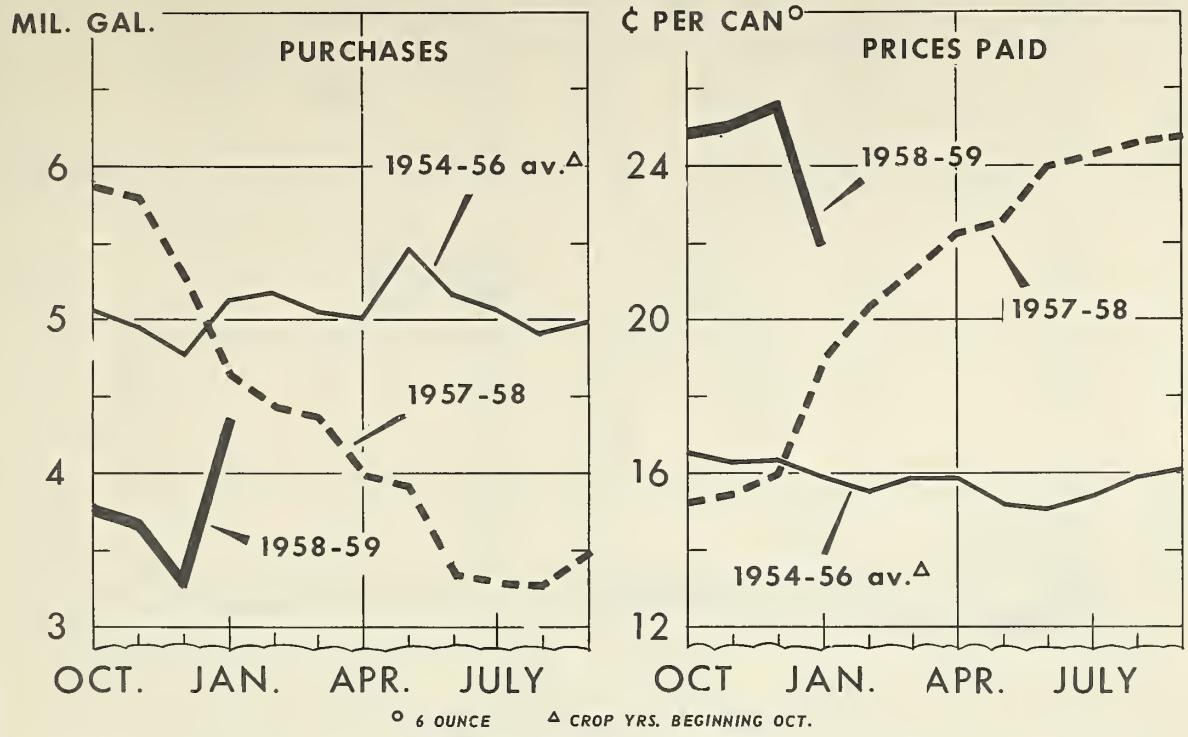
Table 6.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1957 to date

Period 1/	Fresh lemons		Lemon juice		Frozen concentrated lemonade		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	248	259	61	49	99	88	408	396
Nov.	201	226	44	46	50	48	295	320
Dec.	203	243	55	52	41	43	299	338
Oct.-Dec.	703	790	168	161	196	188	1,067	1,139
Jan.	189	261	53	39	36	38	278	338
Feb.		242		48		40		330
Mar.		251		56		46		353
Oct.-Mar.		1,604		313		327		2,244
Apr.		295		57		92		444
May		363		70		235		668
Jun.		508		87		432		1,027
Oct.-Jun.		2,888		541		1,216		4,645
Jul.		585		116		588		1,289
Aug.		538		91		559		1,188
Sep.		317		67		205		589
Season		4,429		837		2,678		7,944

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

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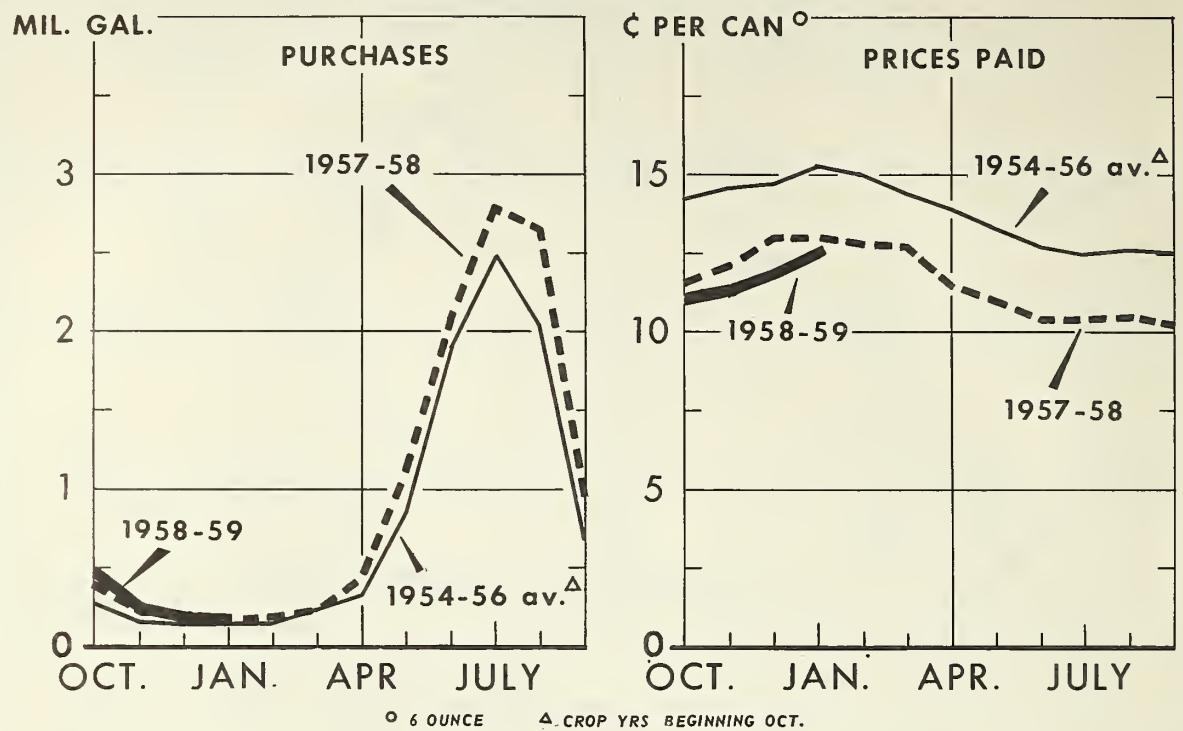
Table 7.--Frozen concentrated orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	: Average			: 1958-59 : 1957-58 : 1954-55/			: Average		
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	3,743	5,851	5,064	24.4	30.9	29.3	24.8	15.2	16.6
Nov.	3,646	5,770	4,955	24.1	31.2	28.6	25.0	15.4	16.3
Dec.	3,276	5,288	4,751	22.4	29.3	28.9	25.5	15.9	16.4
Oct.-Dec.	11,465	18,198	15,902						
Jan.	4,364	4,626	5,122	25.8	27.9	27.9	22.0	18.9	15.9
Feb.	4,423	5,179			28.0	28.3		20.3	15.5
Mar.	4,360	5,043			26.7	27.7		21.2	15.8
Oct.-Mar.	32,753	32,579							
Apr.		3,992	5,006		25.2	28.0		22.2	15.8
May		3,915	5,441		24.2	30.8		22.5	15.2
Jun.		3,320	5,147		23.5	30.3		23.9	15.1
Oct.-Jun.		44,896	49,479						
Jul.		3,284	5,061		22.9	29.7		24.2	15.4
Aug.		3,267	4,897		23.0	29.3		24.6	15.9
Sep.		3,490	4,987		24.0	28.6		24.7	16.1
Season		55,732	65,680					20.0	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED LEMONADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6648-59(3) AGRICULTURAL MARKETING SERVICE

Table 8.--Frozen concentrated lemonade: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	Average			1958-59			1957-58		
	1958-59	1957-58	1954-55/	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	467	415	275	3.8	3.6	3.8	11.0	11.5	14.2
Nov.	236	228	163	2.4	2.3	1.9	11.3	12.0	14.6
Dec.	192	203	147	2.0	2.4	1.9	11.9	12.9	14.7
Oct.-Dec.	930	891	626						
Jan.	171	181	150	1.9	2.3	2.1	12.6	12.9	15.2
Feb.		191	153		2.3	1.9		12.7	15.0
Mar.		216	217		2.1	2.8		12.6	14.4
Oct.-Mar.		1,548	1,188						
Apr.		434	320		4.7	3.5		11.4	13.9
May		1,115	846		8.8	8.5		10.8	13.2
Jun.		2,048	1,908		14.3	17.0		10.3	12.7
Oct.-Jun.		5,761	4,578						
Jul.		2,786	2,463		18.4	19.1		10.3	12.5
Aug.		2,651	2,035		16.9	16.0		10.4	12.6
Sep.		973	699		7.8	6.4		10.2	12.5
Season		12,691	10,171					10.6	12.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 9.--Shelf-pack orangeade: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	123	117	0.9	1.0	1.3	2/	17.2	16.9
Nov.	2/	2/	2/	.9	.8	.8	2/	2/	2/
Dec.	88	2/	87	1.0	.8	1.0	2/	19.3	17.3
Oct.-Dec.	306	342	304				2/	2/	
Jan.	2/	109	2/	.9	1.0	.9	2/	16.9	2/
Feb.		106	2/		1.0	.9		17.0	2/
Mar.		96	2/		1.0	.8		17.6	2/
Oct.-Mar.		678	576						
Apr.		127	124		1.2	1.1		19.0	17.1
May		153	85		1.3	1.0		17.7	17.1
Jun.		144	107		1.6	1.1		17.9	17.0
Oct.-Jun.		1,147	920						
Jul.		148	114		1.4	1.3		17.8	16.9
Aug.		112	124		1.1	1.3		18.6	16.3
Sep.		92	2/		1.1	.8		18.7	2/
Season		1,516	1,277					17.8	17.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

Table 10.--All frozen concentrated juices: Consumer purchases and percentage of families buying October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent
Oct.	4,544	6,478	5,608	27.7	32.9	30.9
Nov.	4,437	6,405	5,434	27.1	33.5	30.1
Dec.	3,983	5,936	5,243	25.3	31.9	30.7
Oct.-Dec.	13,918	20,232	17,541			
Jan.	5,006	5,408	5,692	28.1	30.9	29.7
Feb.		5,276	5,753		31.2	30.1
Mar.		5,181	5,652		30.0	29.6
Oct.-Mar.		37,466	36,129			
Apr.		4,876	5,574		28.9	29.9
May		4,685	6,057		27.6	32.9
Jun.		4,074	5,816		26.8	32.9
Oct.-Jun.		52,242	55,042			
Jul.		4,142	5,764		27.1	32.4
Aug.		4,096	5,533		26.5	31.6
Sep.		4,293	5,569		27.4	31.1
Season		65,799	73,323			

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 11.--All canned single-strength juices: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases 2/			Families buying			Equivalent prices paid per No. 2 can		
	1958-59	1957-58	Average 1954-55	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/1956-57
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	7,188	7,462	6,911	46.3	50.1	46.6	15.0	13.5	13.4
Nov.	6,657	7,587	6,637	45.4	50.7	45.9	15.3	13.5	13.5
Dec.	6,049	6,576	6,418	42.9	47.1	46.0	15.6	13.8	13.7
Oct.-Dec.	21,403	23,255	21,563						
Jan.	6,876	7,850	7,156	46.5	50.9	47.2	15.5	13.4	13.5
Feb.		7,723	7,363		51.3	47.7		13.5	13.3
Mar.		8,185	7,420		52.0	49.0		13.7	13.3
Oct.-Mar.		49,130	45,404						
Apr.		7,963	7,343		51.5	48.2		13.9	13.3
May		8,990	7,406		51.4	48.2		13.9	13.3
Jun.		7,182	7,323		51.3	49.1		14.0	13.4
Oct.-Jun.		74,649	69,303						
Jul.		7,348	7,120		51.4	47.8		14.4	13.6
Aug.		7,066	6,754		47.6	47.6		14.4	13.6
Sep.		6,718	6,727		46.9	45.9		14.7	13.6
Season		97,402	91,509					13.9	13.4

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ 1956-58 adjusted to exclude pineapple-grapefruit drink. 3/ Equivalent cases 24 No. 2 cans...432 oz. per case.

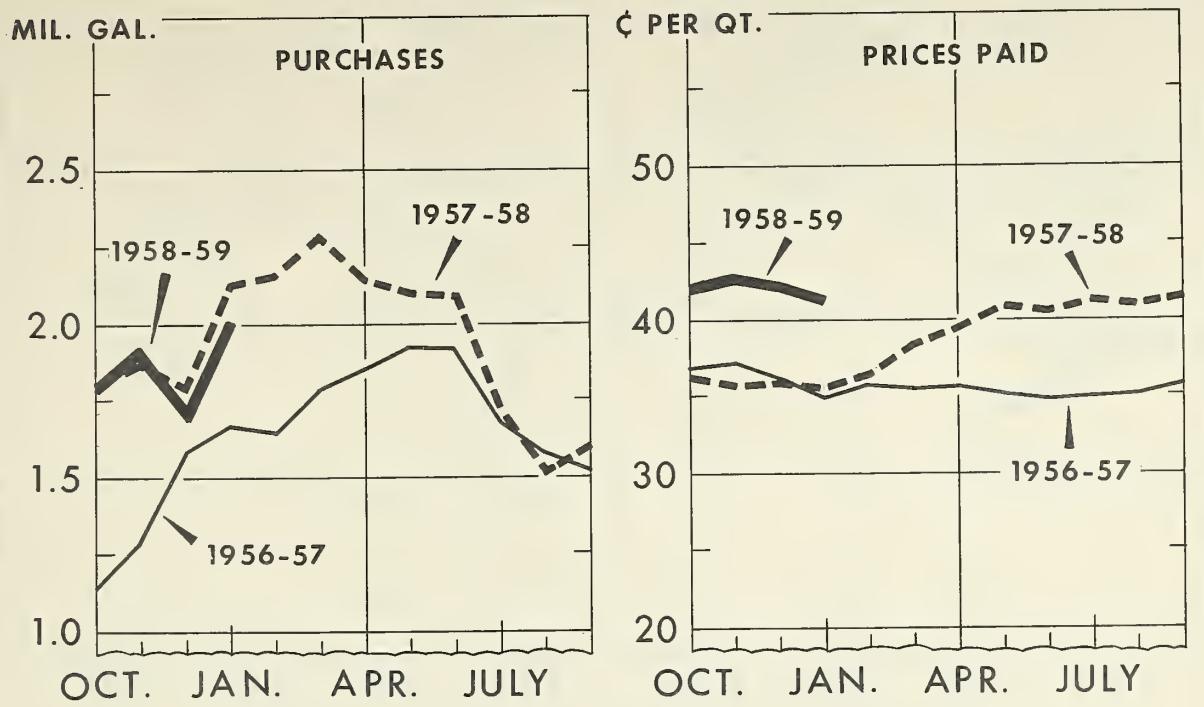
Table 12.--Frozen concentrated and canned single-strength juices not individually reported: Consumer purchases, October 1956 to date

Period 1/	Frozen concentrated juices 2/			Canned single-strength juices 3/		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
Oct.	801	627	532	1,746	1,610	1,344
Nov.	791	635	450	1,712	1,439	1,293
Dec.	707	648	503	1,631	1,441	1,354
Oct.-Dec.	2,453	2,034	1,631	5,510	4,823	4,274
Jan.	642	782	578	1,845	1,652	1,440
Feb.		853	599		1,694	1,487
Mar.		821	633		1,924	1,519
Oct.-Mar.		4,713	3,599		10,564	9,131
Apr.		884	538		1,833	1,397
May		770	598		1,970	1,631
Jun.		754	673		1,926	1,583
Oct.-Jun.		7,346	5,565		16,781	14,104
Jul.		858	690		1,906	1,475
Aug.		829	621		1,737	1,475
Sep.		803	567		1,618	1,363
Season		10,067	7,609		22,469	18,743

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Excludes frozen concentrated orange juice. 3/ Excludes canned single-strength orange, grapefruit, lemon, pineapple, prune, and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 oz. per case.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6646-59 (3) AGRICULTURAL MARKETING SERVICE

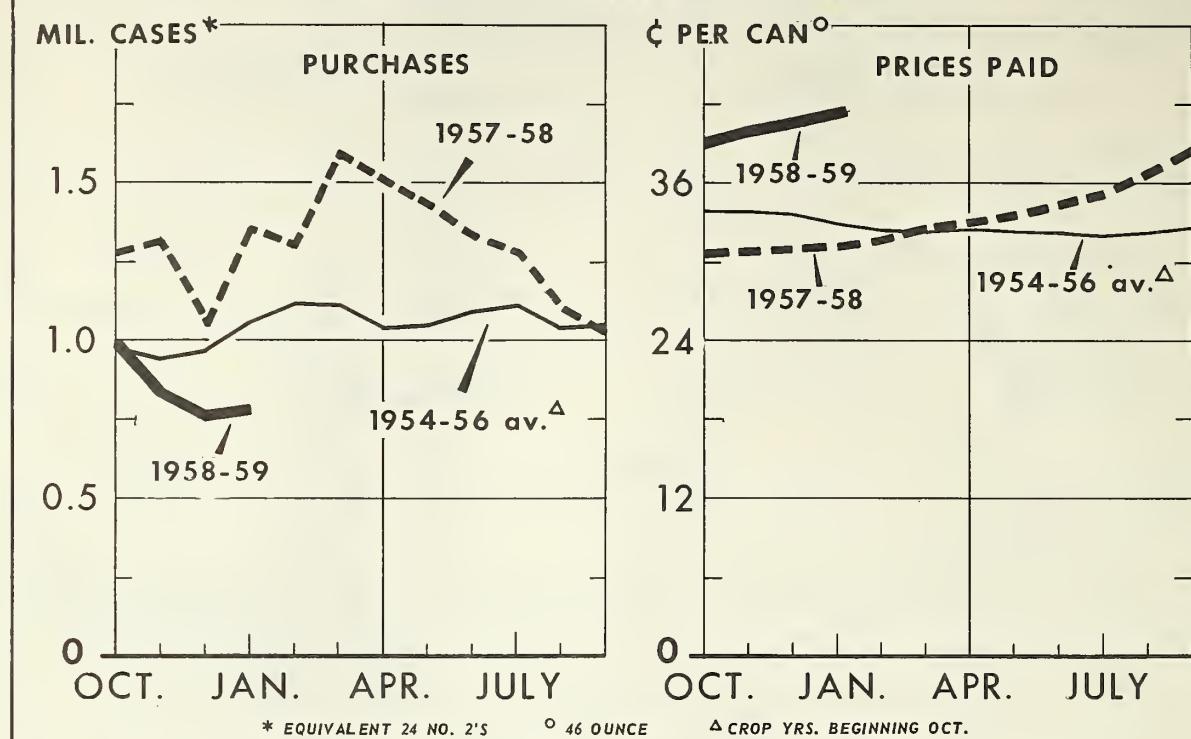
Table 13.--Chilled orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
:	1,000	1,000	1,000						
:	gallons	gallons	gallons	Percent	Percent	Percent	Cents 2/	Cents 3/	Cents 3/
Oct.	1,782	1,794	1,146	3.6	3.5	3.0	41.8	36.3	36.8
Nov.	1,911	1,869	1,296	3.5	4.1	2.7	42.5	35.8	37.3
Dec.	1,706	1,786	1,579	3.4	3.5	3.3	42.1	35.9	36.1
Oct.-Dec.	5,749	5,958	4,398						
Jan.	2,002	2,129	1,666	4.4	4.3	3.2	41.2	35.4	35.0
Feb.		2,163	1,650		4.7	3.6		36.4	35.7
Mar.		2,277	1,794		4.8	3.4		38.4	35.5
Oct.-Mar.		13,153	9,968						
Apr.		2,147	1,858		4.4	3.6		39.6	35.6
May		2,099	1,937		4.2	3.5		40.9	35.2
Jun.		2,087	1,933		4.0	3.7		40.4	34.9
Oct.-Jun.		19,944	16,185						
Jul.		1,714	1,674		3.4	3.3		41.2	35.0
Aug.		1,516	1,574		3.3	3.1		41.0	35.1
Sep.		1,600	1,525		3.2	3.0		41.4	35.7
Season		25,247	21,347					38.4	35.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6649-59(3) AGRICULTURAL MARKETING SERVICE

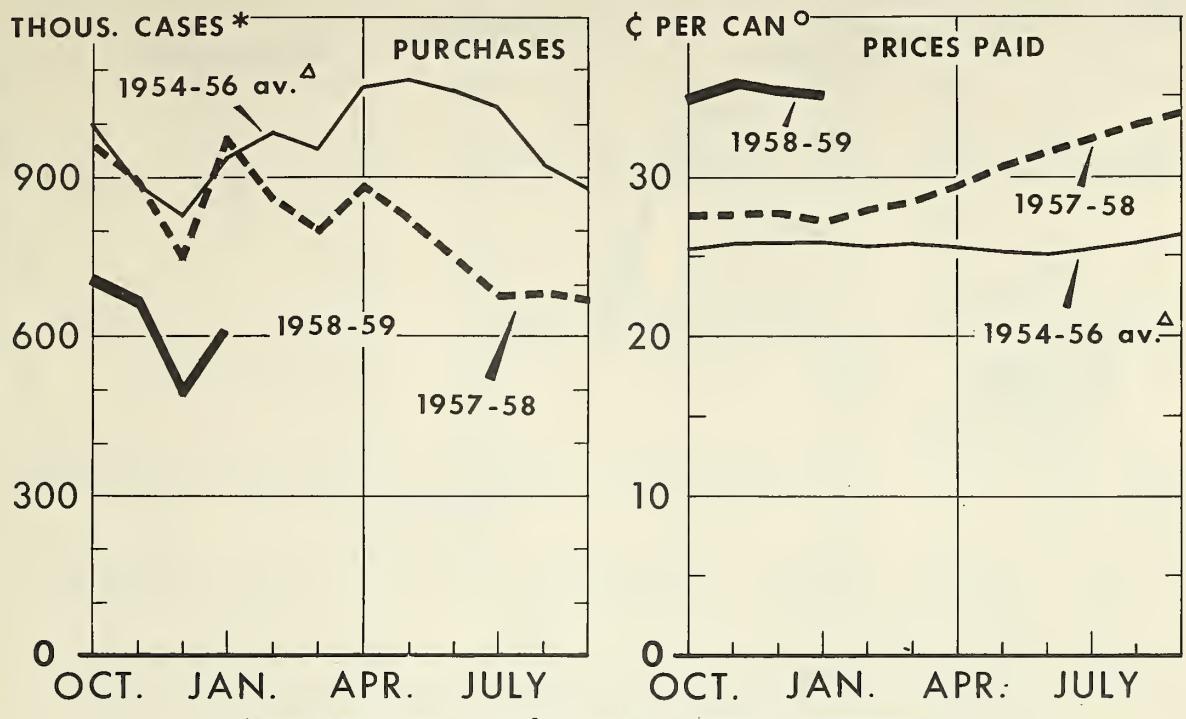
Table 14.--Single-strength orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date, and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	996	1,268	978	9.1	10.9	7.9	39.1	30.6	33.8
Nov.	846	1,313	944	8.4	11.5	8.0	39.9	30.7	33.8
Dec.	754	1,042	968	7.5	9.6	7.9	40.5	30.9	33.5
Oct.-Dec.	2,767	3,885	3,121						
Jan.	791	1,353	1,055	7.6	11.8	8.0	41.6	31.1	32.7
Feb.		1,309	1,118		11.0	9.1		31.7	32.3
Mar.		1,580	1,113		11.8	9.1		32.6	32.2
Oct.-Mar.		8,548	6,685						
Apr.		1,504	1,033		11.4	9.2		32.8	32.4
May		1,433	1,046		11.0	8.1		33.4	32.3
Jun.		1,328	1,087		11.0	9.0		34.3	32.2
Oct.-Jun.		13,129	10,120						
Jul.		1,277	1,110		10.4	9.9		35.2	32.0
Aug.		1,086	1,036		9.2	9.6		36.6	32.2
Sep.		1,020	1,044		9.2	9.5		38.3	32.5
Season		16,721	13,566					33.0	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 6650-59(3) AGRICULTURAL MARKETING SERVICE

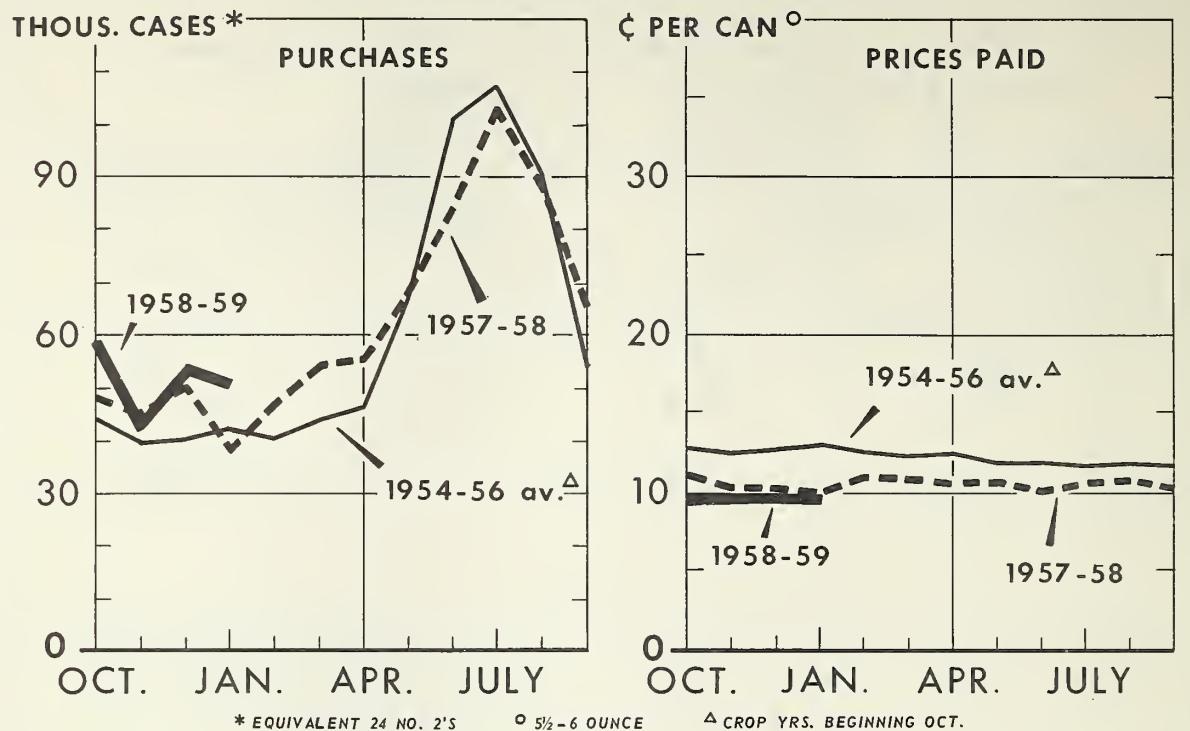
Table 15.--Single-strength grapefruit juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	: Average			: 1958-59 : 1957-58 : 1954-55/			: 1958-59 : 1957-58 : 1956-57		
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	706	959	1,015	6.6	8.1	8.0	35.0	27.4	25.6
Nov.	663	894	883	5.8	7.8	7.2	35.7	27.4	25.9
Dec.	502	743	824	5.1	6.6	6.6	35.6	27.6	25.9
Oct.-Dec.	2,007	2,814	2,927						
Jan.	609	967	938	5.8	8.5	7.9	34.5	27.3	25.9
Feb.		855	983		7.7	8.1		28.1	25.7
Mar.		798	950		6.9	7.3		28.4	25.9
Oct.-Mar.		5,639	6,037						
Apr.		879	1,069		7.8	8.3		29.5	25.7
May		815	1,083		7.4	8.1		30.4	25.4
Jun.		749	1,063		7.2	7.5		31.4	25.2
Oct.-Jun.		8,248	9,503						
Jul.		674	1,032		6.1	7.4		32.4	25.5
Aug.		679	922		6.6	7.2		33.3	25.9
Sep.		664	875		6.1	7.2		34.1	26.5
Season		10,431	12,557					29.5	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH LEMON JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6651-59(3) AGRICULTURAL MARKETING SERVICE

Table 16.--Single-strength lemon juice: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 5½-6-oz. can		
	: Average			: Average			: Average		
	1958-59	1957-58	1954-55/	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/
	: 1956-57	: 1955-56	: 1954-55/	: 1958-59	: 1957-58	: 1956-57	: 1958-59	: 1957-58	: 1954-55/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	59	48	44	2.4	2.2	2.2	9.7	11.1	12.8
Nov.	43	45	39	2.1	2.0	1.8	9.8	10.3	12.4
Dec.	53	50	40	2.2	2.3	2.0	9.8	10.3	12.7
Oct.-Dec.	163	156	137						
Jan.	51	38	42	2.2	1.9	2.1	9.8	10.0	13.1
Feb.		47	40		2.2	2.0		11.1	12.8
Mar.		54	44		2.3	2.5		11.0	12.4
Oct.-Mar.		304	274						
Apr.		55	46		2.6	2.3		10.4	12.5
May		68	67		3.1	2.9		10.6	12.0
Jun.		84	101		3.6	4.5		10.0	12.0
Oct.-Jun.		525	506						
Jul.		113	117		4.6	4.5		10.6	11.8
Aug.		88	90		3.5	3.4		10.7	11.9
Sep.		65	54		2.8	2.6		10.3	11.7
Season		812	786					10.5	12.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 17.--Pineapple juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/
Oct.	1,000	1,000	1,000						
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,201	1,248	1,352	11.6	12.2	12.5	30.5	29.6	27.9
Nov.	1,056	1,277	1,220	10.4	12.9	12.6	30.8	29.0	28.4
Dec.	997	1,121	1,174	9.7	11.0	12.4	32.0	29.3	28.4
Oct.-Dec.	3,501	3,886	4,027						
Jan.	1,056	1,264	1,285	10.4	12.1	12.5	31.9	29.3	28.1
Feb.		1,304	1,424		12.4	12.7		28.5	27.7
Mar.		1,297	1,400		12.4	12.9		29.1	27.5
Oct.-Mar.		8,046	8,507						
Apr.		1,172	1,388		11.8	12.5		29.6	27.4
May		1,368	1,312		12.6	11.2		29.0	27.7
Jun.		1,284	1,335		12.3	10.8		28.6	27.7
Oct.-Jun.		12,164	12,878						
Jul.		1,239	1,253		12.1	11.7		29.5	28.0
Aug.		1,345	1,251		12.2	10.2		29.1	28.0
Sep.		1,138	1,248		10.8	9.9		30.1	28.1
Season		16,174	16,906					28.5	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

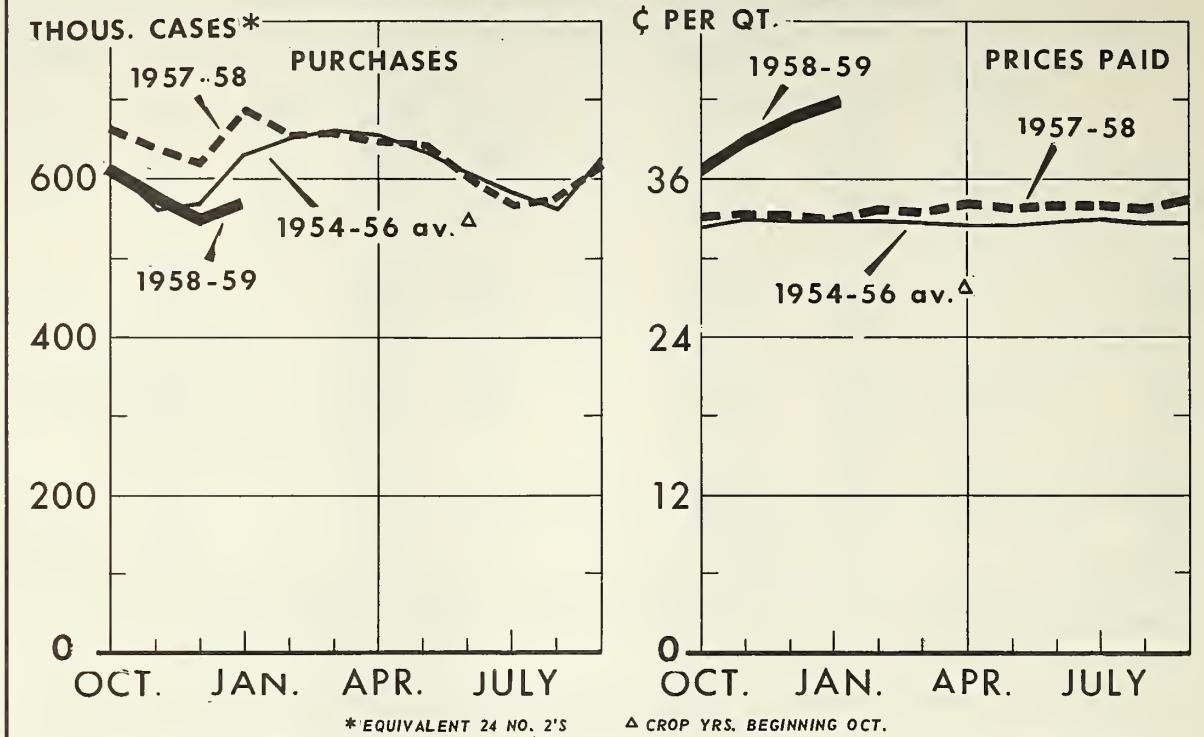
Table 18.--Pineapple-grapefruit drink: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
Oct.	1,000	1,000	1,000						
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	935	718	276	8.5	6.8	2.8	30.0	29.8	28.0
Nov.	997	599	232	9.1	6.0	2.2	29.4	30.4	28.2
Dec.	862	471	186	7.5	5.0	2.4	30.0	31.1	28.6
Oct.-Dec.	2,978	1,911	764						
Jan.	1,026	585	272	8.9	5.9	2.8	30.3	30.4	29.2
Feb.		748	309		6.9	3.4		29.6	29.2
Mar.		755	423		6.9	3.9		29.4	29.3
Oct.-Mar.		4,183	1,850						
Apr.		621	443		6.3	4.4		30.9	29.2
May		808	549		7.3	5.7		30.2	27.9
Jun.		3,1,068	671		9.2	7.6		29.1	27.7
Oct.-Jun.		6,890	3,630						
Jul.		973	813		8.8	7.1		29.6	28.1
Aug.		919	828		8.6	7.1		29.9	28.4
Sep.		785	610		7.1	6.1		31.0	29.3
Season		9,794	6,024					30.0	28.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case. 3/ Corrected amount.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6652-59(3) AGRICULTURAL MARKETING SERVICE

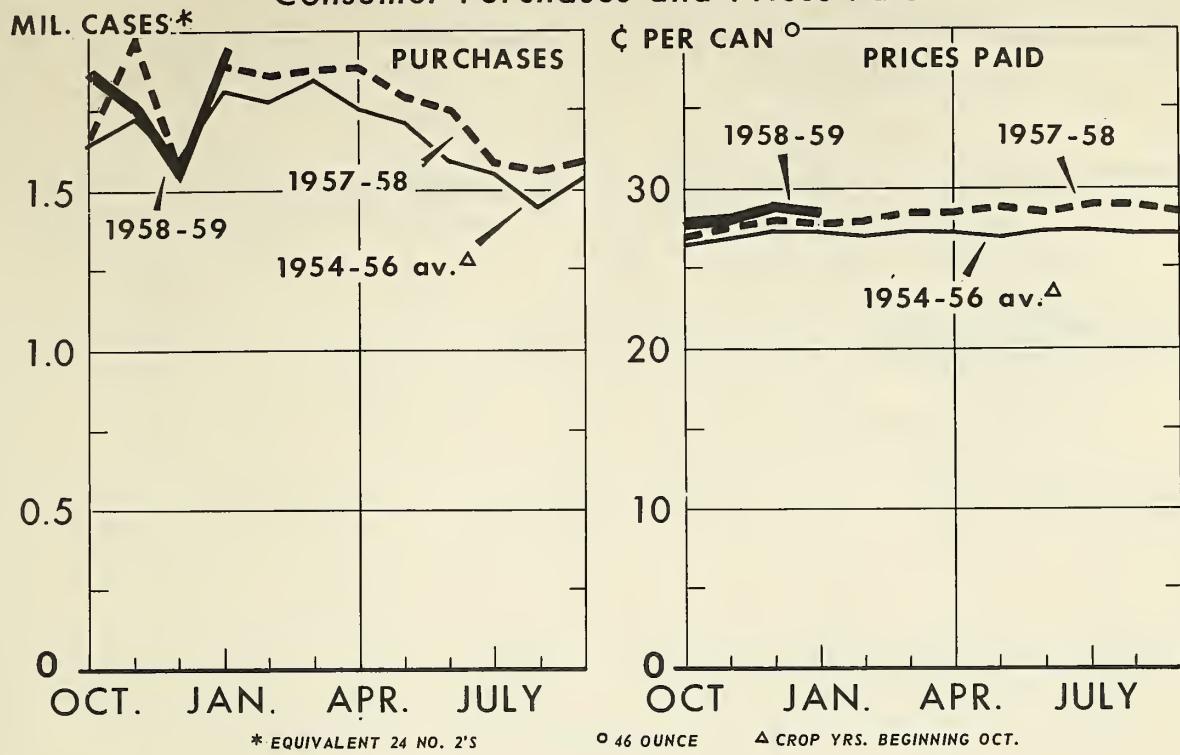
Table 19.--Prune juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	613	666	615	7.1	7.7	8.1	36.7	33.0	32.3
Nov.	578	634	562	7.0	7.4	7.6	38.9	33.2	32.8
Dec.	552	619	569	6.7	7.3	7.6	40.5	33.1	32.7
Oct.-Dec.	1,859	2,047	1,872						
Jan.	572	684	629	7.1	7.7	7.8	42.0	32.9	32.7
Feb.		655	651		7.5	7.6		33.6	32.7
Mar.		659	660		7.6	8.9		33.4	32.6
Oct.-Mar.		4,205	3,972						
Apr.		644	653		7.4	8.0		34.0	32.4
May		642	636		7.0	7.4		33.7	32.4
Jun.		600	603		6.7	7.2		33.9	32.6
Oct.-Jun.		6,200	6,011						
Jul.		566	585		6.8	7.2		33.9	32.9
Aug.		577	566		6.5	7.0		33.8	32.7
Sep.		617	623		6.8	7.8		34.3	32.7
Season		8,091	7,923					33.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6653-59(3) AGRICULTURAL MARKETING SERVICE

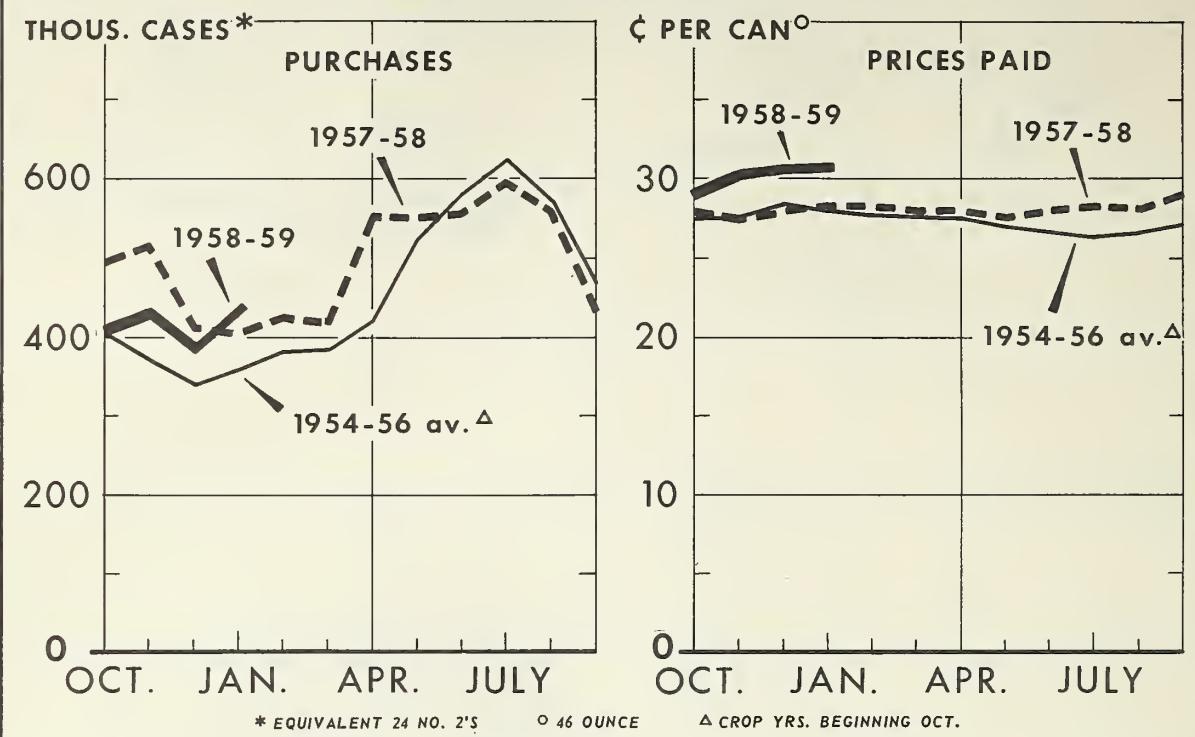
Table 20.--Tomato juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	: Average			: 1958-59 : 1957-58 : 1956-55/ : 1956-57			: 1958-59 : 1957-58 : 1956-57		
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,867	1,663	1,640	17.0	16.5	16.3	27.8	27.0	26.5
Nov.	1,759	1,985	1,720	16.3	20.9	16.8	28.1	27.5	26.9
Dec.	1,560	1,560	1,582	15.9	16.1	16.8	28.9	28.0	27.4
Oct.-Dec.	5,596	5,644	5,390						
Jan.	1,952	1,892	1,818	18.1	18.8	17.8	28.5	27.7	27.4
Feb.		1,859	1,773		18.1	18.2		27.9	27.0
Mar.		1,873	1,846		18.1	19.2		28.5	27.3
Oct.-Mar.		11,824	11,282						
Apr.		1,876	1,755		18.6	18.9		28.5	27.2
May		1,794	1,715		17.4	18.1		28.7	27.0
Jun.		1,751	1,593		17.1	17.3		28.5	27.4
Oct.-Jun.		17,602	16,772						
Jul.		1,573	1,553		17.2	16.1		29.1	27.5
Aug.		1,594	1,449		14.5	16.1		29.0	27.3
Sep.		1,596	1,536		15.6	16.1		28.5	27.2
Season		22,704	21,657					28.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH ORANGEADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 6647-59(3) AGRICULTURAL MARKETING SERVICE

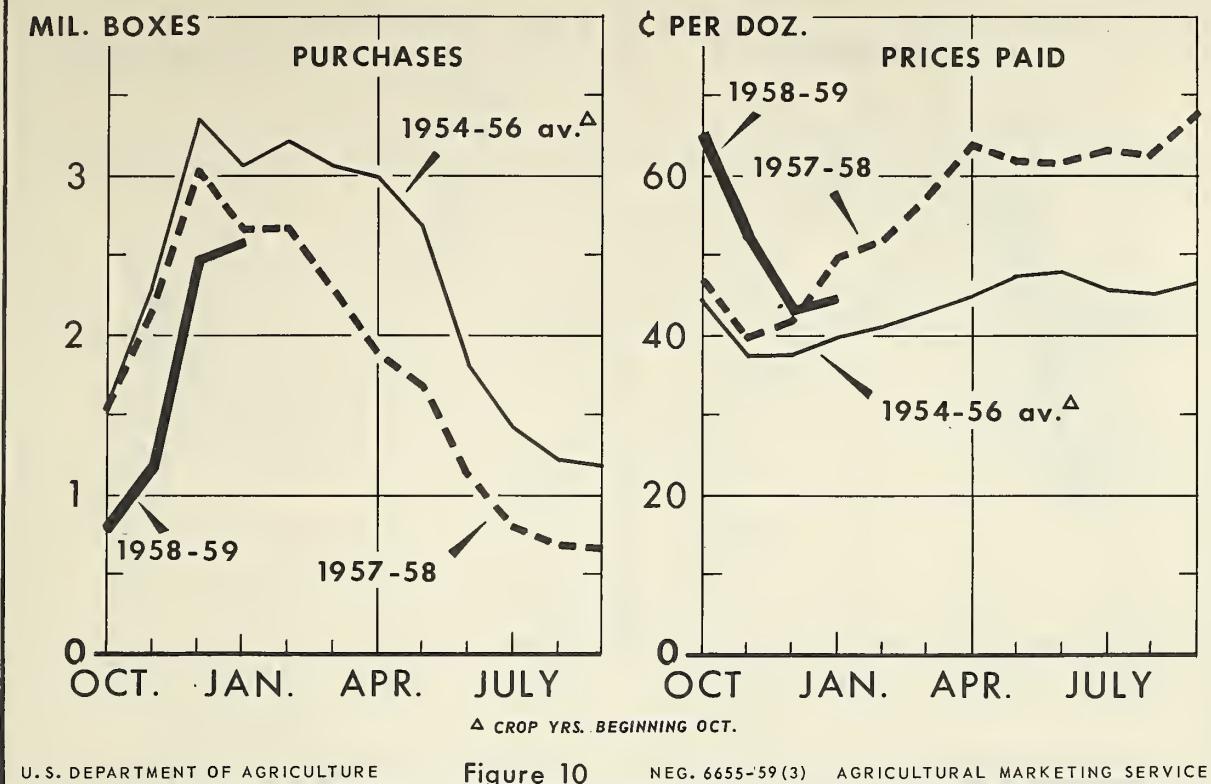
Table 21.--Single-strength orangeade: Consumer purchases, percentage of families buying and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	408	494	403	3.1	3.9	3.4	29.3	28.0	27.5
Nov.	431	518	373	3.4	3.6	3.4	30.1	27.5	27.5
Dec.	390	412	340	2.8	3.0	2.9	30.5	27.9	28.2
Oct.-Dec.	1,304	1,514	1,190						
Jan.	440	402	359	3.5	2.9	2.6	30.6	28.2	28.0
Feb.	424	383		3.2	3.2			28.2	27.8
Mar.	417	385		3.2	2			27.8	27.7
Oct.-Mar.	2,867	2,422							
Apr.		553	420		4.4	3.4		27.9	27.5
May		550	524		3.7	4.2		27.4	27.0
Jun.		553	581		4.1	4.8		27.8	26.6
Oct.-Jun.		4,678	4,069						
Jul.		594	621		4.6	4.4		28.1	26.3
Aug.		559	572		4.0	4.4		28.0	26.6
Sep.		428	466		3.5	3.4		29.0	27.1
Season		6,358	5,875					28.0	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

ALL FRESH ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-59(3) AGRICULTURAL MARKETING SERVICE

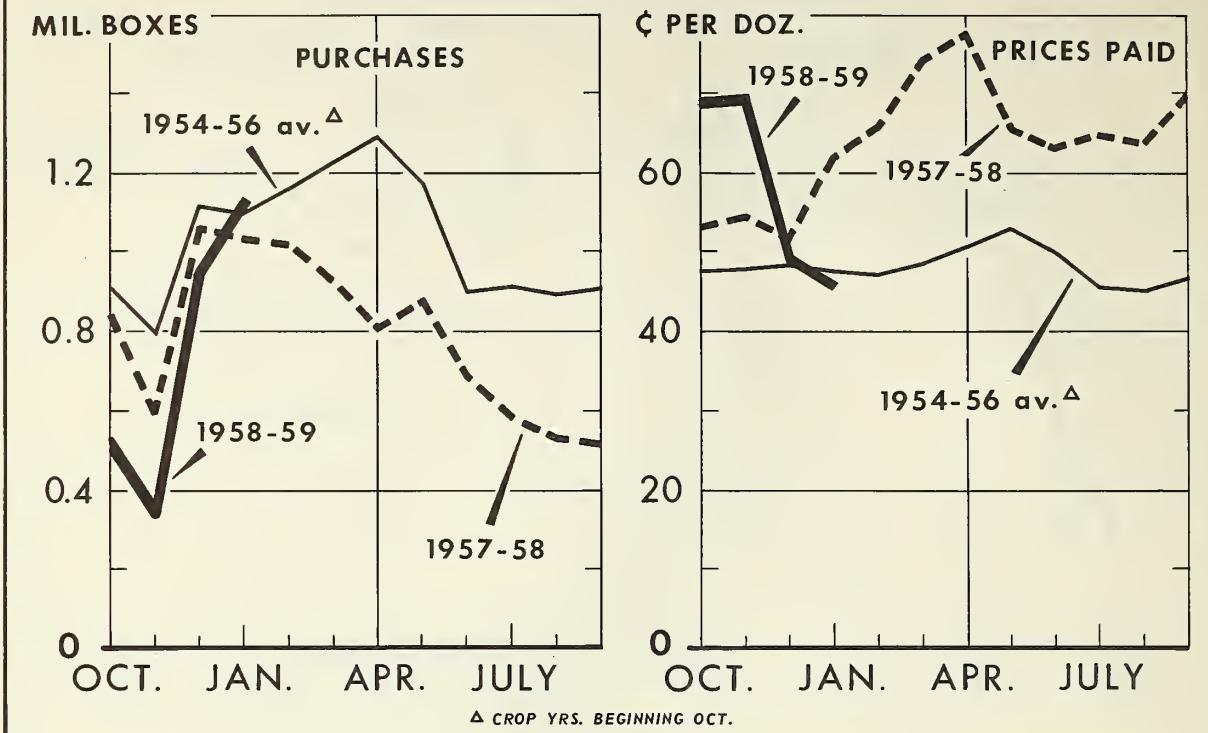
Table 22.--Fresh oranges, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	1954-55/	1958-59	1957-58	1956-57	1958-59	1957-58	1954-56/
Oct.	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Nov.	750	1,526	1,506	16.3	29.0	25.7	46.7	46.9	44.2
Dec.	1,176	2,162	2,276	26.3	36.8	37.7	52.3	39.8	37.5
Oct.-Dec.	2,474	3,039	3,360	44.8	48.1	47.5	43.4	41.6	37.9
Oct.-Dec.	4,749	7,343	7,900						
Jan.	2,585	2,666	3,060	41.8	41.2	43.4	44.6	49.5	39.9
Feb.		2,670	3,214		44.0	43.7		51.9	40.9
Mar.		2,297	3,059		39.7	42.0		56.8	43.0
Oct.-Mar.		15,578	15,167						
Apr.		1,884	2,986		33.7	42.8		63.7	44.8
May		1,686	2,682		32.1	39.8		62.0	47.4
Jun.		1,125	1,801		24.2	33.6		61.5	47.8
Oct.-Jun.		20,651	26,025						
Jul.		801	1,422		17.0	25.8		62.8	45.4
Aug.		685	1,207		14.9	21.2		62.3	45.2
Sep.		660	1,170		13.3	20.8		67.8	46.2
Season		22,970	30,113					52.2	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH CALIFORNIA-ARIZONA ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6656-59(3) AGRICULTURAL MARKETING SERVICE

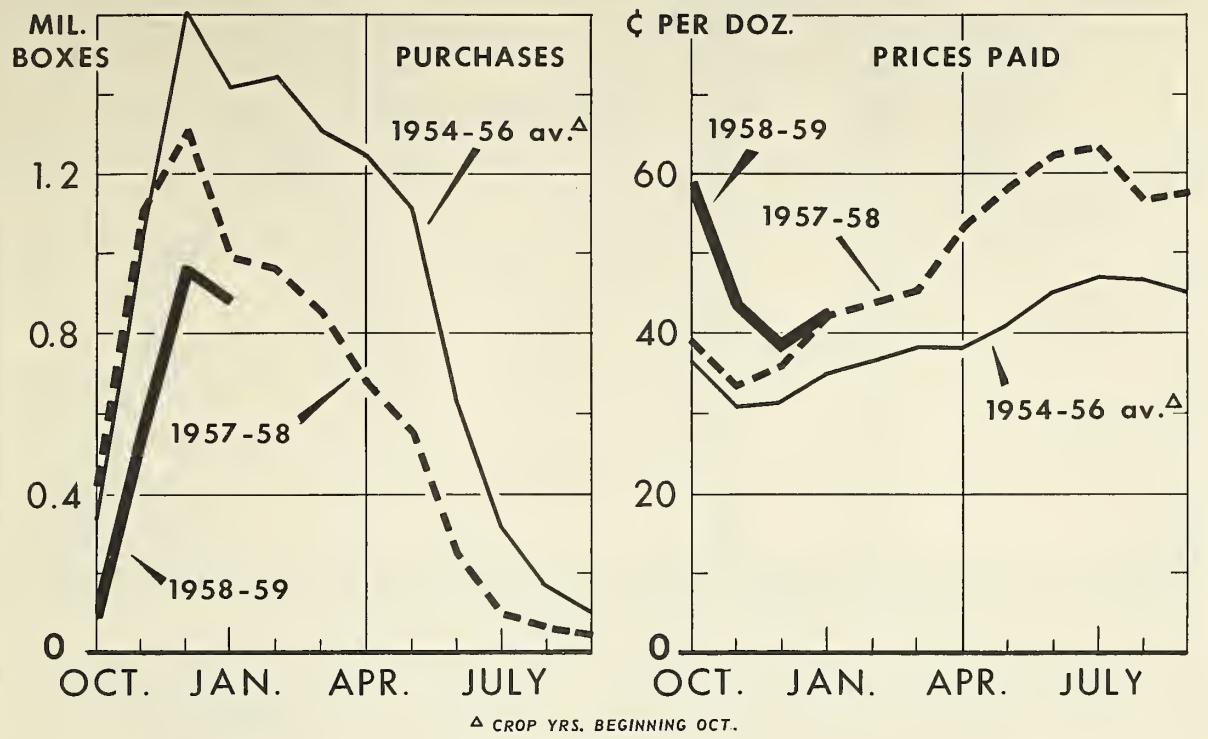
Table 23.—Fresh oranges, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen					
	1958-59		1957-58	Average 1954-55/ 1956-57	1958-59		1957-58	1956-57	1958-59		1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents	Cents		
Oct.	525	842	912	11.6	17.8	18.9	68.4	53.1	47.7			
Nov.	338	593	799	9.8	13.9	18.2	69.2	54.4	47.8			
Dec.	947	1,060	1,114	23.6	24.0	24.3	48.9	51.9	48.3			
Oct.-Dec.	1,894	2,701	3,083									
Jan.	1,131	1,031	1,092	22.5	21.4	20.1	45.7	61.9	47.8			
Feb.		1,017	1,159		21.6	20.5		65.8	46.9			
Mar.		922	1,227			20.3	21.4		74.5	48.5		
Oct.-Mar.		5,924	6,865									
Apr.		803	1,291		18.5	23.6		77.7	50.7			
May		872	1,176		21.2	22.8		65.6	53.0			
Jun.		685	900		17.6	21.7		62.9	50.1			
Oct.-Jun.		8,515	10,453									
Jul.		587	914		13.4	19.0		64.8	45.5			
Aug.		529	889		11.9	16.7		64.0	45.3			
Sep.		517	908		10.6	17.0		70.3	46.6			
Season		10,280	13,393					63.2	48.3			

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH FLORIDA ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6657-59(3) AGRICULTURAL MARKETING SERVICE

Table 24.--Fresh oranges, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	1954-55/	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,000	1,000	1,000						
Nov.	85	427	337	2.1	9.0	3.9	58.8	39.0	36.3
Dec.	545	1,114	1,043	11.8	18.4	16.4	43.5	33.4	30.9
Oct.-Dec.	964	1,310	1,609	15.7	18.7	20.3	38.6	35.9	31.5
	1,764	3,135	3,343						
Jan.	879	991	1,419	15.2	14.4	19.2	43.1	42.0	34.7
Feb.	959	1,442			16.2	18.8		43.6	36.7
Mar.	851	1,301			15.0	16.7		45.1	38.2
Oct.-Mar.	6,153	7,848							
Apr.		675	1,244		11.3	16.1		52.9	38.2
May		552	1,118		8.8	14.7		58.1	40.7
Jun.		264	639		4.3	10.5		62.1	45.0
Oct.-Jun.		7,741	11,067						
Jul.		104	317		1.9	5.6		62.9	46.8
Aug.		66	175		1.4	3.0		56.7	46.6
Sep.		55	110		1.1	2.0		57.5	45.1
Season		7,977	11,697					42.5	36.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 25.--Fresh grapefruit, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
			1954-55/						1956-57
Oct.	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	156	74	0.9	3.0	1.9	2/	80.7	102.1
Nov.	107	137	102	2.2	2.6	2.0	82.3	79.5	87.4
Dec.	197	201	163	3.0	2.8	3.4	83.8	69.1	73.0
Oct.-Dec.	384	535	388						
Jan.	200	226	198	2.8	3.3	3.0	80.8	67.0	71.3
Feb.		279	204		3.9	3.3		71.5	70.5
Mar.		281	209		3.9	3.3		71.7	71.8
Oct.-Mar.		1,390	1,052						
Apr.		283	200		4.3	3.1		79.5	71.4
May		258	178		4.8	2.8		92.0	78.0
Jun.		175	148		3.9	2.6		112.5	89.1
Oct.-Jun.		2,148	1,620						
Jul.		97	89		2.5	2.5		134.0	104.5
Aug.		76	82		2.0	2.4		143.7	115.0
Sep.		38	89		1.2	2.9		153.4	110.7
Season		2,376	1,902					84.3	81.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

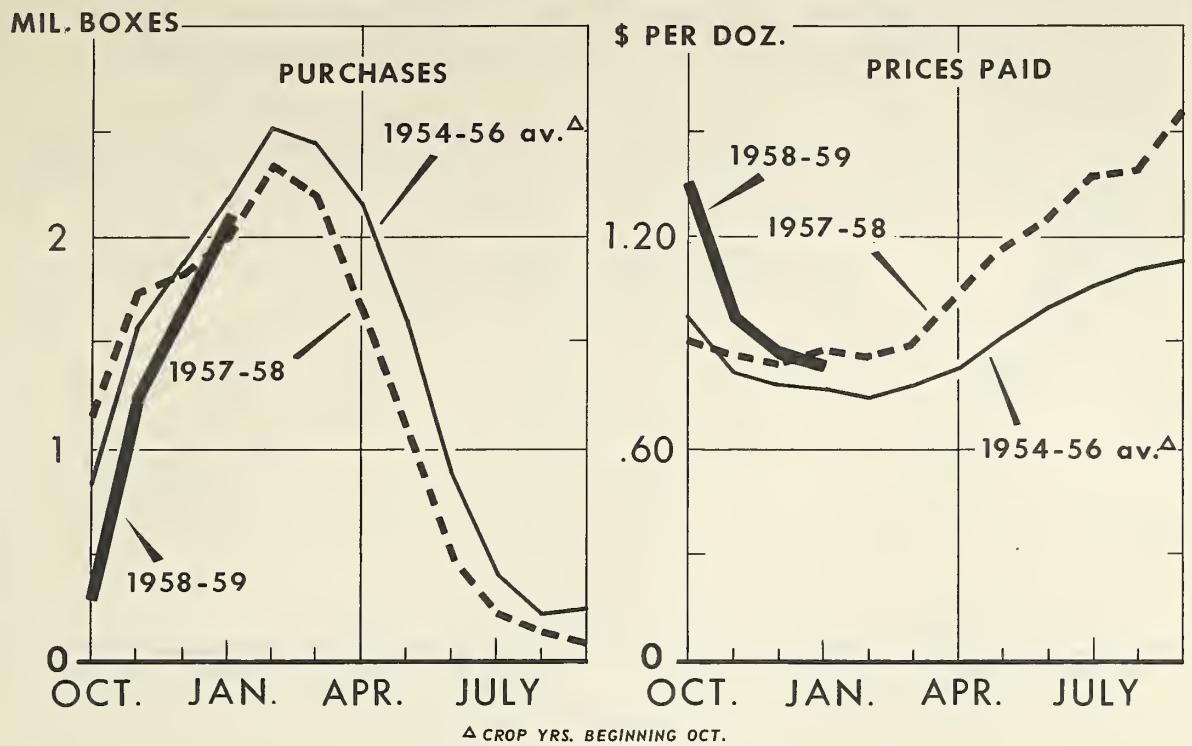
Table 26.--Fresh grapefruit, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
			1954-55/						1956-57
Oct.	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	133	628	409	4.4	13.3	6.6	121.6	92.3	94.4
Nov.	690	1,066	920	13.4	17.0	15.8	98.9	87.5	82.8
Dec.	916	1,024	1,092	14.2	15.3	17.9	91.2	.92.7	80.7
Oct.-Dec.	1,910	2,985	2,701						
Jan.	1,091	1,028	1,219	16.1	15.2	18.2	90.2	99.2	81.7
Feb.		1,137	1,442		17.0	19.7		97.1	78.4
Mar.		1,055	1,448		16.3	19.4		100.9	80.7
Oct.-Mar.		6,500	7,188						
Apr.		793	1,285		12.8	17.6		118.4	85.4
May		490	940		9.4	13.9		142.8	95.9
Jun.		135	462		3.3	8.5		148.8	105.6
Oct.-Jun.		7,987	10,055						
Jul.		36	169		1.1	3.8		150.4	108.6
Aug.		2/	65		.5	1.5		2/	111.1
Sep.		2/	76		.3	4.3		2/	112.0
Season		8,052	10,371					101.1	85.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

ALL FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 6658-59 (3) AGRICULTURAL MARKETING SERVICE

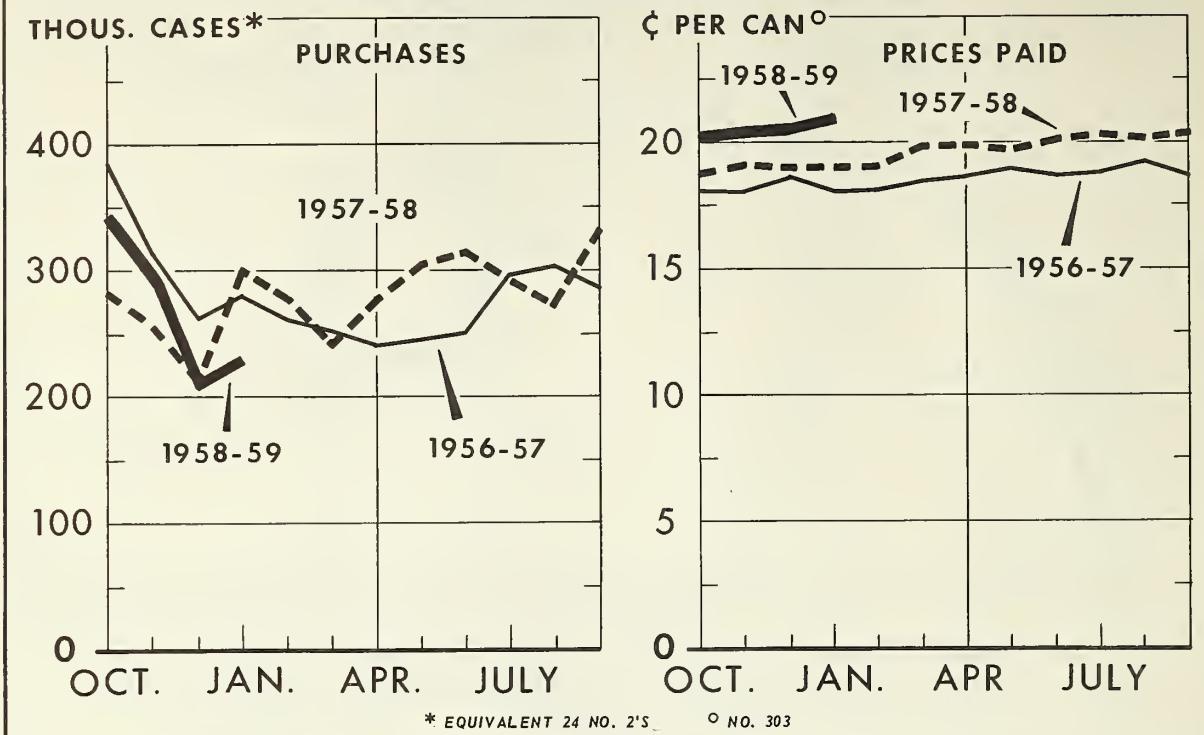
Table 27.--Fresh grapefruit, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1956-57								
Oct.	1,000	1,000	1,000						
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	291	1,152	827	9.0	22.7	12.8	134.0	90.8	96.8
Nov.	1,243	1,726	1,583	23.4	26.6	24.6	96.7	85.9	82.4
Dec.	1,664	1,825	1,889	25.0	24.8	27.9	87.8	83.8	83.8
Oct.-Dec.	3,543	5,146	4,787						2/78.5
Jan.	2,105	2,000	2,199	28.4	27.7	29.8	83.6	88.5	77.4
Feb.		2,336	2,526		31.4	31.8		86.1	78.3
Mar.		2,193	2,440		30.1	30.9		89.6	77.7
Oct.-Mar.		12,266	12,619						
Apr.		1,638	2,153		23.7	28.4		103.0	82.1
May		1,085	1,587		18.4	22.4		116.6	91.5
Jun.		496	896		10.0	14.7		125.0	99.9
Oct.-Jun.		15,656	17,573						
Jul.		226	421		5.3	8.6		137.0	105.9
Aug.		137	225		3.3	5.2		138.2	111.4
Sep.		81	256		2.3	10.2		155.3	112.7
Season		16,128	18,519					94.0	83.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Corrected price.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 6654-59(3) AGRICULTURAL MARKETING SERVICE

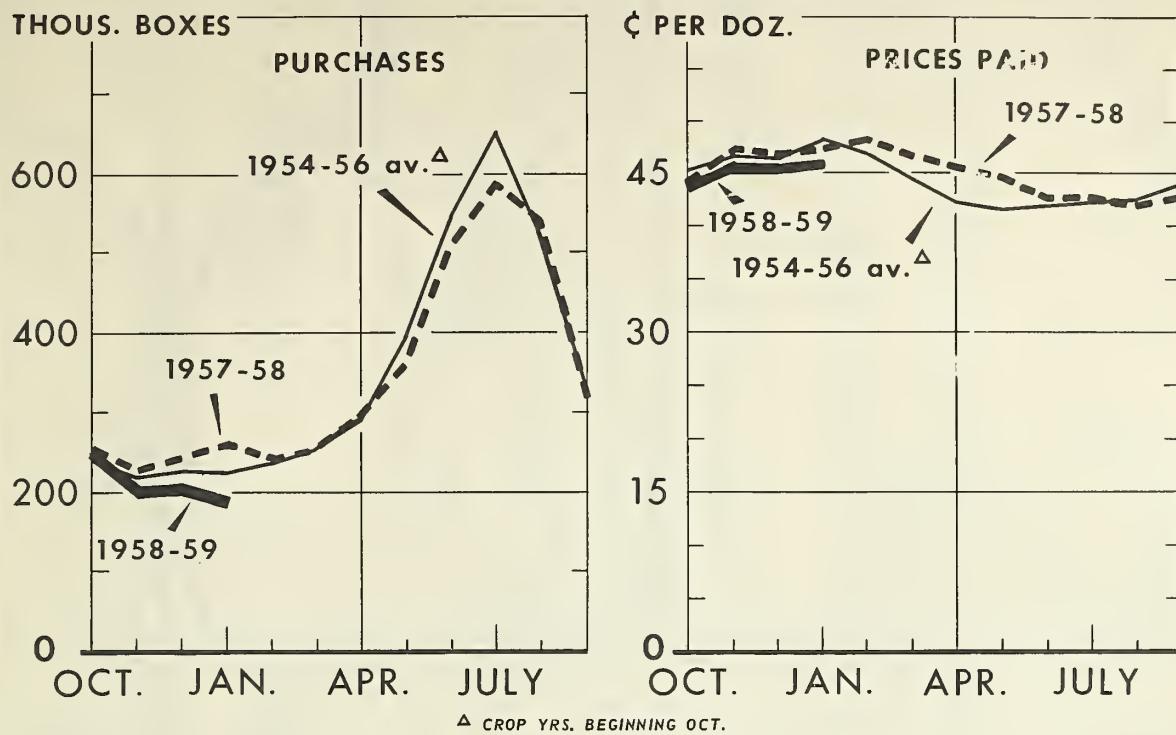
Table 28.--Canned grapefruit sections: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	345	282	384	5.7	5.2	6.7	20.3	18.7	18.1
Nov.	289	256	313	5.5	4.8	5.6	20.4	19.1	18.0
Dec.	211	209	261	4.0	4.1	5.0	20.5	19.0	18.6
Oct.-Dec.	897	803	994						
Jan.	229	300	280	4.6	5.4	5.3	21.0	19.0	18.1
Feb.		279	260		5.3	5.0		19.0	18.1
Mar.		240	250		4.7	4.6		19.8	18.5
Oct.-Mar.		1,675	1,853						
Apr.		278	238		5.1	5.0		19.8	18.6
May		303	242		5.7	5.0		19.7	18.8
Jun.		312	248		5.8	4.6		20.1	18.6
Oct.-Jun.		2,649	2,638						
Jul.		292	296		4.7	5.3		20.2	18.7
Aug.		273	301		4.6	5.4		20.1	19.1
Sep.		331	285		5.4	5.1		20.3	18.7
Season		3,614	3,588					19.6	18.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

FRESH LEMONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 15

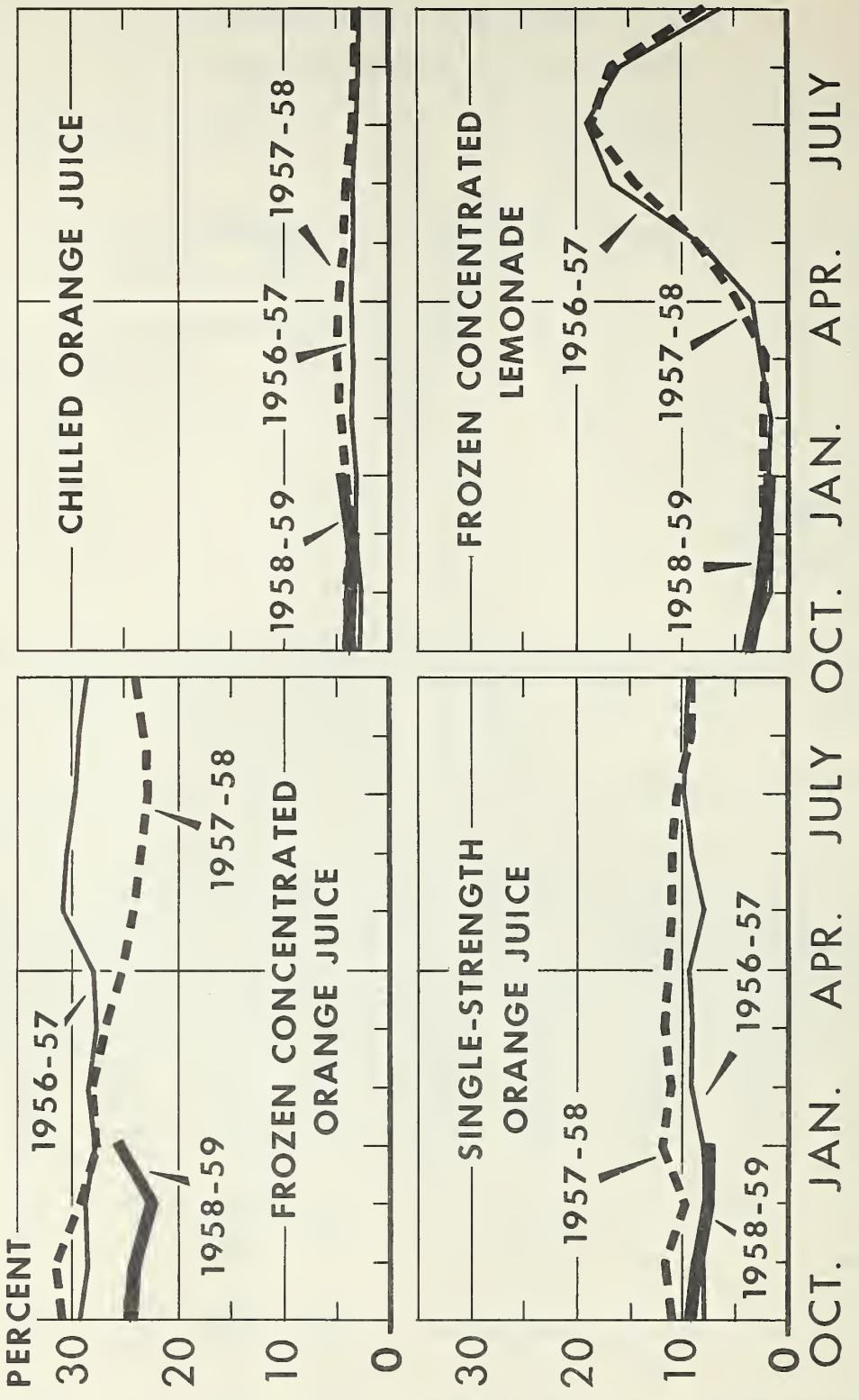
NEG. 6659-59 (3) AGRICULTURAL MARKETING SERVICE

Table 29.--Fresh lemons: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	: Average			: Average			: Average		
	1958-59	1957-58	1954-55/	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	248	259	243	16.0	17.2	17.5	43.9	44.1	45.1
Nov.	201	226	221	14.6	16.0	17.2	45.2	47.1	46.6
Dec.	203	243	227	14.6	17.1	17.1	45.2	46.6	46.4
Oct.-Dec.	703	790	757						
Jan.	189	261	223	13.9	17.6	16.5	45.7	46.9	48.1
Feb.		242	238		18.0	17.2		47.8	46.4
Mar.		251	251		17.2	17.8		46.5	44.5
Oct.-Mar.		1,604	1,528						
Apr.		295	293		19.3	19.5		45.2	42.3
May		363	394		21.7	21.9		44.6	41.7
Jun.		508	544		25.8	29.6		42.7	42.0
Oct.-Jun.		2,888	2,867						
Jul.		585	653		29.3	30.4		42.7	42.3
Aug.		538	525		25.9	25.8		42.0	42.6
Sep.		317	324		18.6	19.5		42.8	44.0
Season		4,429	4,480					44.2	43.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

PERCENTAGE OF FAMILIES BUYING SELECTED CITRUS JUICES

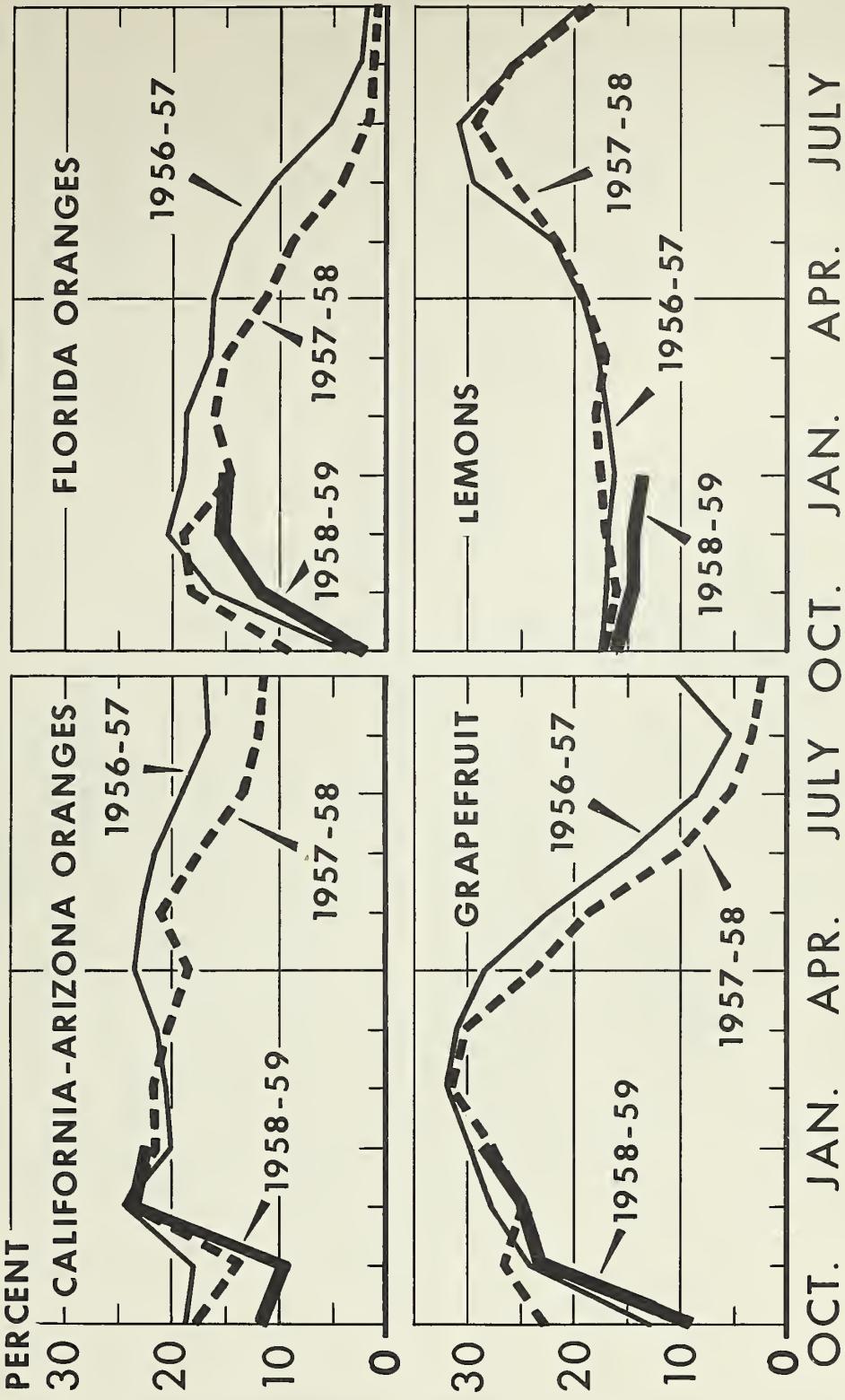


U. S. DEPARTMENT OF AGRICULTURE

Figure 16

NFG. 6660- 59 (3) AGRICULTURAL MARKETING SERVICE

PERCENTAGE OF FAMILIES BUYING SELECTED FRESH CITRUS FRUITS



U. S. DEPARTMENT OF AGRICULTURE

Figure 17

NEG. 6661-59(3) AGRICULTURAL MARKETING SERVICE

Table 30.--Fresh tangerines: Consumer purchases, percentage of families buying and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
Oct.	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	2/	2/	0	0.2	0.1	2/	2/	2/
Nov.	100	349	252	3.0	8.7	7.4	50.4	46.4	45.1
Dec.	1,068	882	1,385	20.4	17.5	23.8	38.4	43.8	36.5
Oct.-Dec.	1,332	1,422	1,956						
Jan.	517	308	856	10.1	7.2	15.5	37.9	46.9	31.7
Feb.		90	302		2.4	6.8		44.5	35.2
Mar.		2/	75		.4	2.1		2/	41.8
Oct.-Mar.		1,839	3,219						
Apr.									
May									
Jun.									
Oct.-Jun.									
Jul.									
Aug.									
Sep.									
Season								44.9	33.4

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. Normal season runs from November through March. 2/ Too few purchases reported for analysis.

Washington 25, D. C.
U. S. Department of Agriculture
Agricultural Marketing Service
Administrative Services Division (MSL)

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